

Social Norms Marketing Training

Presented by the Virginia Department of Alcoholic Beverage Control



Grant Opportunity to Implement a
Community-wide Social Norms
Marketing Campaign.
DETAILS PAGE 4



SOCIAL NORMS

For many years, health and safety professionals have used the threat of harm and related consequences in an effort to reduce high-risk behaviors such as high-risk drinking, and impaired driving practices. This strategy has had a limited impact on harmful behavior. The purpose of this training is to introduce and provide technical expertise and support on the topic of Social Norms Marketing, one of the fastest growing and most effective methods for reducing high-risk behaviors and promoting positive social change. Currently, the Social Norms Marketing approach is being adopted by community coalitions to reduce high school alcohol and tobacco use, by states to promote traffic safety and by colleges to address high risk alcohol use, coercive behaviors and other health issues.

SOCIAL NORMS MARKETING

What exactly is it, how is it done, and why is it such a hot topic?

People in most health fields have heard of *Social Norms Marketing*. Social Norms Marketing is an approach to increase healthy behaviors by highlighting the positive attitudes and behaviors in which a majority of people engage. Social Norms Marketing uses media channels to deliver selected messages and relies on marketing research techniques to tailor the program to a target audience. Universities and a growing number of communities across the country have used Social Norms Marketing to lower their high-risk drinking rates. Changing the alcohol culture is a challenging task. This training conference will provide you with another tool.

This training will explain the theory and practice behind the Social Norms Marketing model and supply practical examples from around the country. The step-by-step process of planning and environmental advocacy, collecting baseline data, developing messages and the market plan, pilot testing, refining materials, implementing a campaign, and evaluation will be explained in depth. Special attention will be paid to the application of each step. Finally, practical advice will be provided, such as streamlining a budget and building support for your program.

In two days, this training will provide each participant with the knowledge and skills needed to apply the Social Norms Marketing Model. If you know little of the Social Norms approach, this training conference will expose you to a whole new world of possibilities. If you are already involved in a Social Norms Marketing campaign, it will strengthen your practice by sharpening your skills.



The Social Norms Marketing model is receiving more attention as health and safety professionals recognize the power of the media and the importance of developing strategies to reach target populations. Implementation of the model is intended to help change the behavioral patterns of those potentially vulnerable to health and safety problems including drug and alcohol abuse.

MARKETING

FACILITATORS



Susan Bruce M.Ed.

Susan Bruce, M.Ed., is Director of the University of Virginia's Center for Alcohol and Substance Education and an Area Consultant for the national BACCHUS and GAMMA Peer Education Network. She has developed nationally recognized substance abuse and sexual assault education and prevention programs and is the Project Director for a two-year U. S. Department of Education grant to change the role of alcohol in the fraternity and sorority culture at UVA. She earned her Master's degree in counselor education and student affairs from the University of Virginia, and has ten years of experience in collegiate health promotion.



Jeff Linkenbach, Ed.D.

Jeff is the past co-coordinator for the initial two years of the National Social Norms Conference in Montana. A faculty member in the Department of Health & Human Development at Montana State University, Jeff has over 17 years of experience in the field of substance abuse prevention working with public schools, colleges, communities and state governments. His focus the past three years has been on applying the Social Norms Model to statewide populations to reduce alcohol-related crashes in young adults; to reduce teen tobacco use, to increase adult seatbelt use; and to increase parent-child communication regarding clear non-substance use guidelines. Through the development of the Montana Model, Jeff has pioneered new ground for Social Norms Marketing in a number of areas. Jeff is an associate of the Higher Education Center for Substance Abuse Prevention and has a long history of working with the national BACCHUS and GAMMA Peer Education Network on their Social Norms Marketing efforts.

TRAINING AGENDA

May 28, 2003

8:45-9:15 a.m. Registration
 9:15-9:30 a.m. Opening Remarks
 9:30-11:00 a.m. Beyond Health Terrorism
 11:00-11:15 a.m. Break
 11:15-12:15 p.m. Planning and Environmental Advocacy
 12:15-2:00 p.m. Lunch with panel discussion
 2:00-2:45 p.m. Baseline Data
 2:45-3:30 p.m. Message Development
 3:30-3:45 p.m. Break
 3:45-5:00 p.m. Using the Social Norms Approach with Small Groups
 Dinner on your Own

May 29, 2003

8:15-9:00 a.m. Continental Breakfast
 9:00-10:30 a.m. Market Plan
 10:30-10:45 a.m. Break
 10:45-11:30 a.m. Pilot Test and Refine Materials
 11:30-12:15 a.m. Implement Campaign
 12:15-1:15 p.m. Lunch
 1:15-2:00 p.m. Evaluation
 2:00-2:45 p.m. Bringing It Home
 2:45-3:00 p.m. Grant Information/Training Adjourns

IMPORTANT DATES TO REMEMBER

Hotel Reservation Deadline: April 27, 2003

Training Reservation Deadline: Friday, May 16, 2003

For more information concerning the training, please contact Ra Shel Cromwell in Education at VA ABC by calling 804.213.4445 or e-mail us at education@abc.state.va.us. We look forward to seeing you there!

Take your breath away...naturally.

7 out of 10 UVa students choose not to smoke.

Want to quit smoking? Here's help! Contact the Office of Health Promotion at 828-1550 to pick up your free quit kit and to get started!

Based on survey data collected by the Department of Psychiatry, Medicine (Spring 2002) from a representative sample of 900 undergraduate students.

VCU students are healthier than you think.*

Most (56%) have never even tried marijuana.

Most (70%) don't smoke cigarettes.

Most (67%) have 0-4 drinks when they go out.



Office of Health Promotion
 University Center Health Services
 Division of Student Affairs

*Statistics from VCU Spring 2002 random undergraduate classroom survey; n=810.
 Questions? Comments? Call Linda 828-7815 or Jim 828-2083.

Space is limited so register today!
Save time by registering on-line at
www.abc.state.va.us/education
Registration fee \$35

Deadline to
register:
May 16, 2003



CANCELLATION POLICY

Cancellations must be submitted by Friday, May 16, 2003 to receive a refund.

DIRECTIONS

The conference will be held at the:
OMNI Hotel
Charlottesville, VA
225 West Main Street
Charlottesville, VA 22902
Ph 434-971-5500
Ex 434-817-6493

From East

Take I-64 West to Charlottesville
Take Exit 120 (5th Street)
Right turn onto 5th Street continue through 5 lights
approx. 2 miles to Historic Downtown
After the 5th light, the first right turn lane will be for the
Omni (if you reach a 6th light you've gone to far).

From West

Take I-64 East to Charlottesville
Take Exit 120 (5th Street)
Left turn onto 5th Street continue through 5 lights
approx. 2 miles to Historic Downtown
After the 5th light, the first right turn lane will be for the
Omni (If you reach a 6th light you've gone to far)

From North

Take Route 29 South to Charlottesville
At Charlottesville, take Route 250 East to 3rd Light-
McIntire Road (Warning! Do Not Take McIntire Park)
Turn right on McIntire Road
The first light is a fork in the road-go left
Take the second left onto the Omni driveway (if you reach
a 3rd light-you've gone to far)

GRANT OPPORTUNITY

MONEY, MONEY, MONEY!

At this training there will be an opportunity to obtain a grant application to implement a community-wide Social Norms Marketing campaign in your community. The competition is statewide, with the opportunity for three communities to be awarded up to \$40,000 to implement a campaign. Funding, up to \$20,000, for year one is presently available through one of ABC's current federal grants. Additional funding, up to \$20,000, for year two is contingent upon (ABC's) award of an additional federal grant. ABC should receive this grant award notice by mid-year 2003. Monies include a line item for an evaluator and a part-time position to work solely on the implementation of the grant. To be eligible to apply for this grant opportunity each interested organization MUST send TWO to THREE representatives to this training for its ENTIRETY. Get a head start on the requirements of the grant by requesting an application by calling Education at 804-213-4688 to receive the detailed grant application prior to the Social Norms Marketing Training!

From South

Take Route 29 North to Charlottesville
Outside of Charlottesville, Route 250 East will combine with 29 North
Keep straight on Route 250 East to McIntire Road
(Warning! Do Not Take McIntire Park)
Turn right on McIntire Road
The first light is a fork in the road-go left
Go straight through the 2nd light
Take the second left into the Omni driveway (If you reach a 3rd light you've gone to far)

For additional direction information please call the
OMNI Hotel (434) 971-5500 or get directions on-line at
<http://www.omnihotels.com>

LODGING

****All participants requiring lodging are responsible for payment of their rooms.****

If you are in need of lodging, there will be lodging available at the OMNI Hotel at the special conference rate of
\$60.00 Single Rate/\$75.00 Double Rate.

Please call the OMNI directly for room reservations (434) 971-5500.

These rooms will be blocked under VA ABC. Each participant is responsible for making his/her own room reservations. Please note any participants requiring lodging are responsible for payment of their rooms.

Rooms will be available on a FIRST COME, FIRST SERVE basis. Should all rooms become full we are not responsible for alternate lodging.

DEADLINE FOR LODGING APRIL 27, 2003

This training is brought to you through a federal grant from the Office of Juvenile Justice & Delinquency Prevention.

Social Norms Marketing

Space is limited to 150 participants, don't delay — register today!

REGISTRATION

Registration Fee-\$35

Organization _____

Name of Contact _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Special Dietary Needs _____

Additional participants

Name _____ Title _____

Phone _____ E-mail _____

Special Dietary Needs _____

Name _____ Title _____

Phone _____ E-mail _____

Special Dietary Needs _____

** The grant competition encourages attendance of multiple representatives from your organization.
The more individuals you have on board in your organization the smoother the implementation of your Social Norms Marketing campaign.

** To apply for the grant opportunity listed in this brochure you **MUST** send two to three representatives from your organization to this training for its ENTIRETY.

☆ Please return the registration form via mail, on-line or fax **by the deadline of MAY 16, 2003.**

VA ABC

c/o Education: Social Norms Marketing Training
2901 Hermitage Road
Richmond, VA 23220

Phone: 804.213.4445

Fax: 804.213.4457

On-line Registration:

www.abc.state.va.us/education

May 28-29, 2003 ☆ OMNI Charlottesville ☆ Charlottesville, VA

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SEE INSIDE FOR DETAILS

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